Leger

REPORT

Usage of AI Tools

Survey of Canadians

THE CANADIAN PRESS

DATE 2024-02-05

Methodology

Method

Online survey
among respondents 18 years of age or older.
(Canadian sample: n= 1,614).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

When

February 2 to
February 4, 2024

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than ±2.44%, (19 times out of 20) for the Canadian sample.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies.
See https://338canada.com/pollster-ratings.htm

2021 CANADIAN FEDERAL ELECTION						
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	**33%**	**32%**	**19%**	**7%**	**6%**	**2%**
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	**33.7%**	**32.6%**	**17.8%**	**7.7%**	**5.0%**	**2.3%**

**The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.*

Key Highlights (1/2)

From February 2 to 4, 2024, we surveyed Canadians to find out their opinion and perceptions on the usage of AI tools and their impact on society.

Some of the key highlights of our survey about AI tools include…

The Use of Artificial Intelligence Tools Is on the Rise

- A third (30%) of Canadians use artificial intelligence tools, whether for work or school (15%) or in a personal context (22%). This represents a 5-point increase since February 2023 (25%). Canadians aged 18 to 34 (68%) are more likely to use AI tools.
- Among those who have used AI tools, 71% rate their experience as excellent (16%) or good (55%), versus 29% who had a negative experience.
- Three quarters of Canadians (76%) have used the free version of ChatGPT (ChatGPT3), and 15% have used its paid version (ChatGPT4).
- Content creation tools that generate text, images, and videos (i.e., ChatGPT) are becoming more familiar. A third of Canadians (32%) say they are familiar with these tools, a significant increase since 2023 (25%).

Key Highlights (2/2)

Growing Caution Among Canadians Towards AI Tools

- Nearly a third of Canadians (31%) think AI tools are good for society, while almost the same proportion (32%) believe they are bad, and 37% are unsure. There is a significant increase in people who believe AI tools are bad for society, rising from 25% in 2023 to 32% in 2024.
- Eight out of ten Canadians (81%) worry society will become too dependent on these tools, and the same proportion (81%) have privacy concerns.
- Compared to 2023, there's an 11-point increase in Canadians who think AI tools may become so powerful they can outsmart or outthink humans (63% in 2024 versus 52% in 2023) and a 5-point increase in Canadians who believe AI tools will threaten human jobs (75% in 2024 versus 70% in 2023).
- The biggest concerns Canadians have about AI tools are the lack of emotion and empathy (22%), the fear that society will become too dependent on these tools (20%), and the threat to human jobs (16%).
- 80% of Canadians currently employed believe AI tools will impact their work in the next year, with nearly a third (29%) believing it will have a significant impact.
- More than half of Canadians trust AI tools for completing tasks at home (58%), using face recognition or other biometrics to access personal information (53%), or answering questions about a product or service on a website via chat (50%). Other uses, like teaching your child(ren) (15%), finding a life partner online (18%), transporting you from one place to another without a driver (23%), or answering clinical, health, or medical questions for you or your family (30%) receive less trust from Canadians.

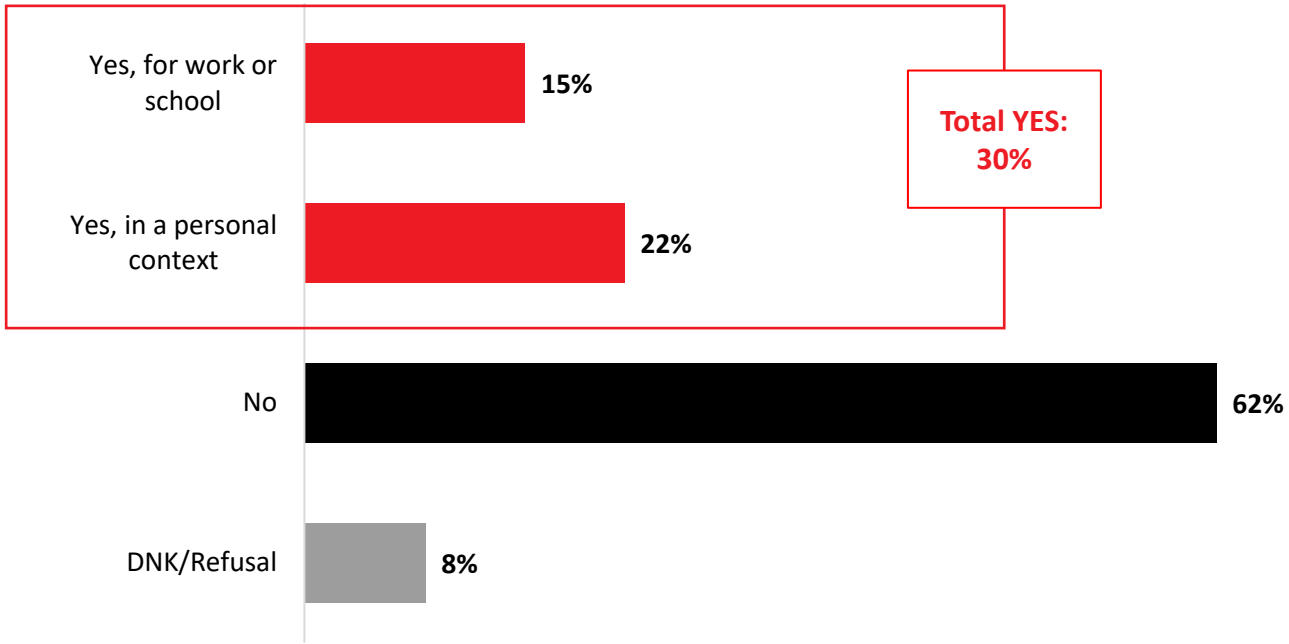
REPORT

Detailed Results

Use of AI Tools (1/2)

Q1. Have you ever used an AI (artificial intelligence) tool?

Base: All respondents (n=1,614)



Use of AI Tools (2/2)

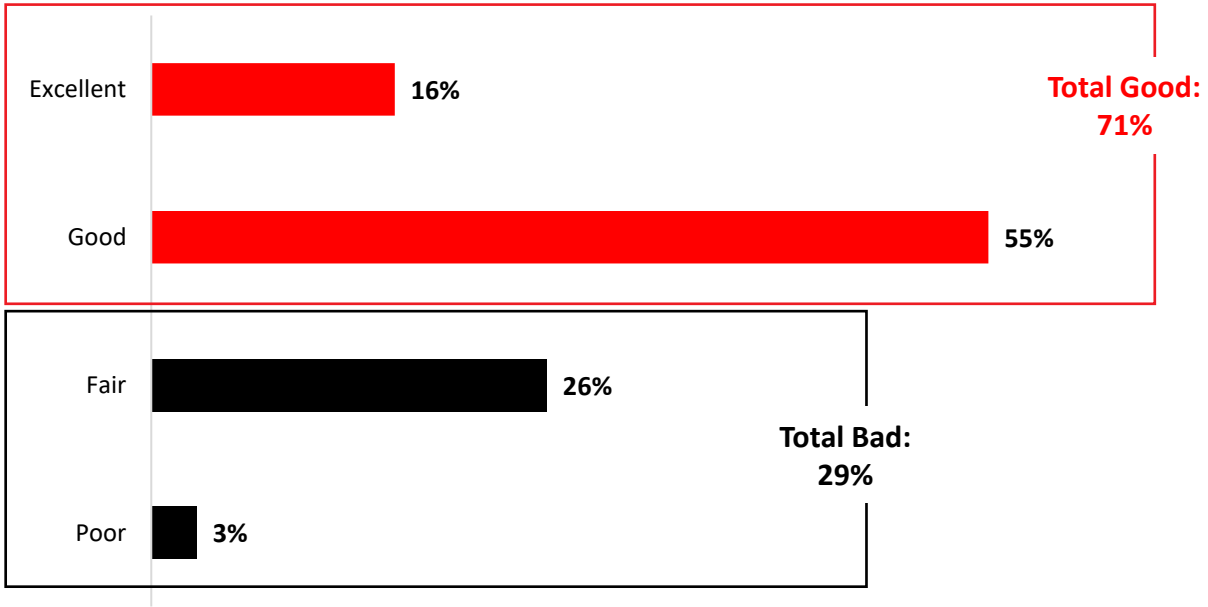
Q1. Have you ever used an AI (artificial intelligence) tool?
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Total Feb. 2023	Gap
Weighted n=	*1,614*	*109*	*373*	*625*	*104*	*180*	*225*	*787*	*827*	*431*	*519*	*664*	*676*	*633*	*284*	1,539	
Unweighted n=	*1,614*	*105*	*439*	*632*	*135*	*142*	*161*	*786*	*828*	*405*	*570*	*639*	*706*	*609*	*279*	1,539	
TOTAL YES	**30%**	32%	28%	32%	27%	26%	32%	**34%**	**27%**	**58%**	29%	**13%**	32%	31%	**23%**	**25%**	+5
Yes, for work or school	**15%**	17%	13%	17%	11%	13%	14%	15%	14%	**35%**	**12%**	**4%**	15%	16%	**11%**	**9%**	+6
Yes, in a personal context	**22%**	22%	20%	22%	20%	18%	25%	**26%**	**17%**	**39%**	22%	**10%**	23%	22%	**17%**	**19%**	+3
No	**62%**	54%	66%	62%	68%	58%	57%	60%	63%	**38%**	62%	**77%**	60%	61%	67%	**65%**	-3
I don't know/I prefer not to answer	**8%**	14%	6%	**6%**	5%	**15%**	11%	**6%**	**10%**	**4%**	9%	**10%**	8%	8%	11%	**10%**	-2

User Satisfaction Ratings for AI Tools (1/2)

Q2. How would you rate your experience with AI-powered services or tools?

Base: Respondents who have used AI tools (n=521)



User Satisfaction Ratings for AI Tools (2/2)

Q2. How would you rate your experience with AI-powered services or tools?

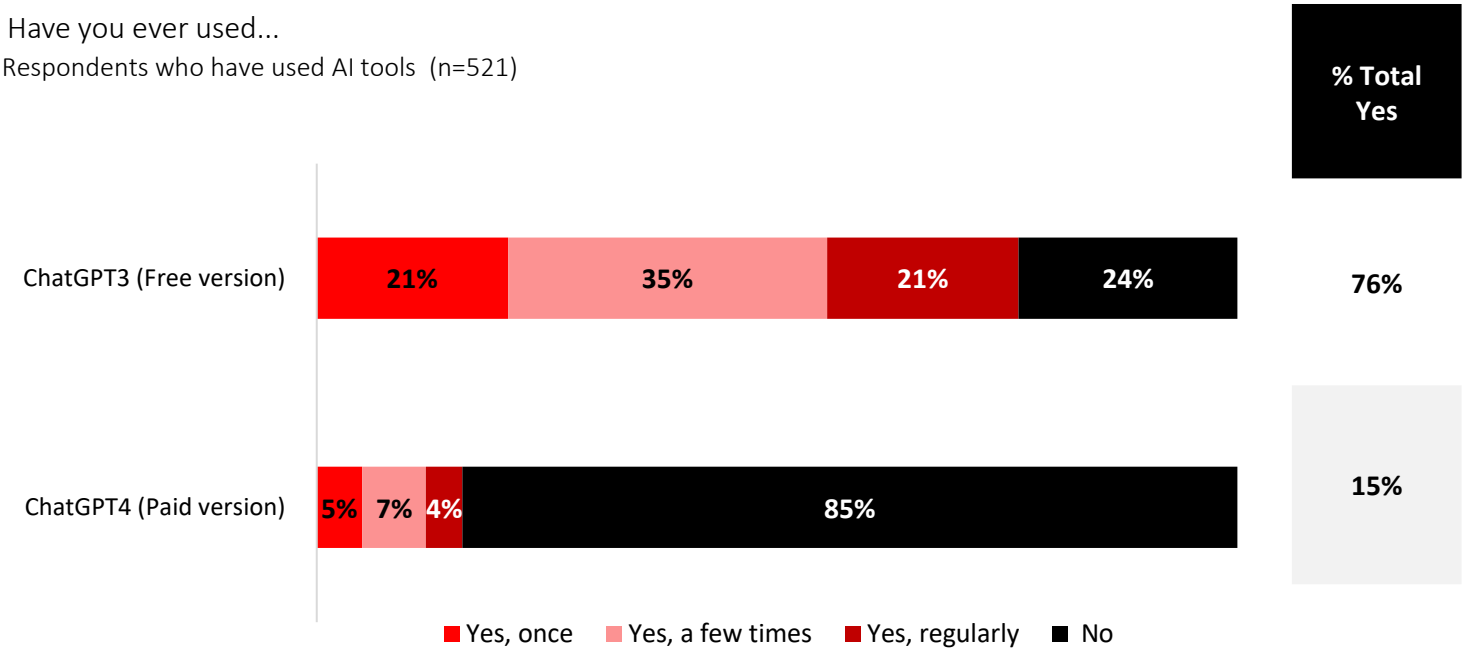
Base: Respondents who have used AI tools

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	*487*	*35*	*104*	*200*	*28*	*47*	*73*	*267*	*221*	*251*	*151*	*86*	*215*	*198*	*65*
Unweighted n=	*521*	*34*	*147*	*216*	*37*	*37*	*50*	*288*	*233*	*242*	*183*	*96*	*247*	*193*	*72*
Total Good	**71%**	64%	73%	70%	68%	65%	80%	72%	70%	74%	71%	63%	70%	71%	75%
Excellent	**16%**	9%	22%	17%	16%	17%	**6%**	14%	17%	18%	17%	**6%**	16%	13%	20%
Good	**55%**	55%	51%	53%	53%	48%	**74%**	58%	52%	56%	54%	57%	54%	58%	55%
Total Bad	**29%**	36%	27%	30%	32%	35%	20%	28%	30%	26%	29%	37%	30%	29%	25%
Fair	**26%**	32%	24%	26%	32%	35%	18%	25%	27%	24%	25%	35%	28%	27%	22%
Poor	**3%**	3%	2%	4%	0%	0%	2%	2%	3%	2%	4%	2%	3%	2%	4%

Usage of ChatGPT (1/2)

Q3. Have you ever used...

Base: Respondents who have used AI tools (n=521)



Usage of ChatGPT (2/2)

Q3. Have you ever used...

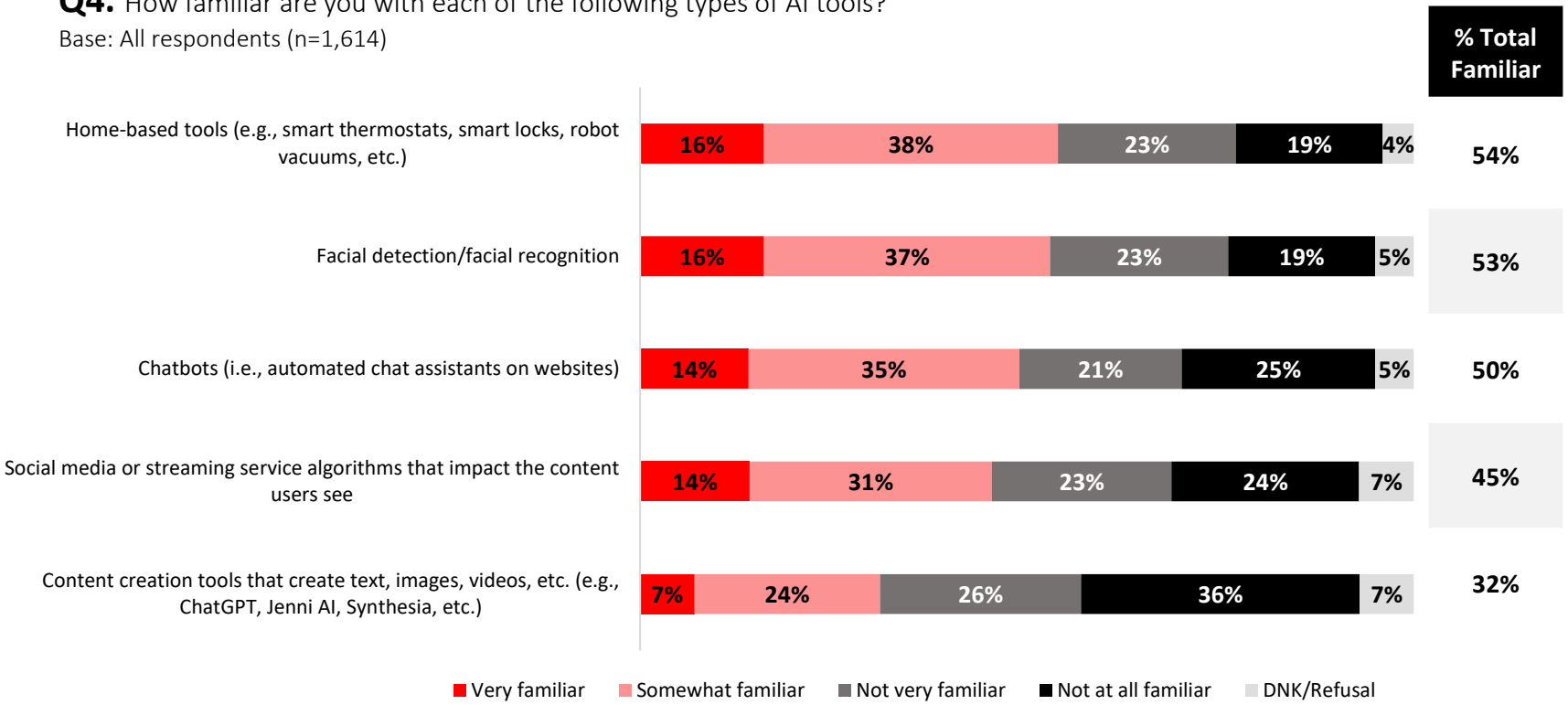
Base: Respondents who have used AI tools

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	*487*	*35*	*104*	*200*	*28*	*47*	*73*	*267*	*221*	*251*	*151*	*86*	*215*	*198*	*65*
Unweighted n=	*521*	*34*	*147*	*216*	*37*	*37*	*50*	*288*	*233*	*242*	*183*	*96*	*247*	*193*	*72*
ChatGPT3 (free version)															
TOTAL YES	**76%**	65%	74%	79%	77%	73%	82%	80%	72%	**83%**	76%	**57%**	80%	79%	**60%**
Yes, once	**21%**	22%	23%	22%	19%	7%	22%	20%	21%	20%	23%	18%	21%	22%	14%
Yes, a few times	**35%**	41%	35%	31%	46%	45%	31%	37%	33%	39%	30%	32%	36%	37%	29%
Yes, regularly	**21%**	1%	16%	26%	12%	21%	29%	24%	18%	24%	24%	**7%**	22%	20%	17%
No	**24%**	35%	26%	21%	23%	27%	18%	20%	28%	**17%**	24%	**43%**	20%	21%	**40%**
ChatGPT4 (paid version)															
TOTAL YES	**15%**	14%	17%	15%	18%	11%	18%	**21%**	**9%**	18%	18%	**5%**	**22%**	**10%**	9%
Yes, once	**5%**	5%	4%	5%	5%	1%	5%	**7%**	**2%**	6%	5%	**0%**	5%	5%	2%
Yes, a few times	**7%**	9%	7%	7%	9%	7%	6%	**10%**	**4%**	9%	7%	3%	**11%**	**4%**	6%
Yes, regularly	**4%**	0%	6%	2%	4%	3%	6%	4%	3%	3%	5%	1%	**6%**	**1%**	2%
No	**85%**	86%	83%	85%	82%	89%	82%	**79%**	**91%**	82%	82%	**95%**	**78%**	**90%**	91%

Familiarity With AI Tools (1/2)

Q4. How familiar are you with each of the following types of AI tools?

Base: All respondents (n=1,614)



Familiarity With AI Tools (2/2)

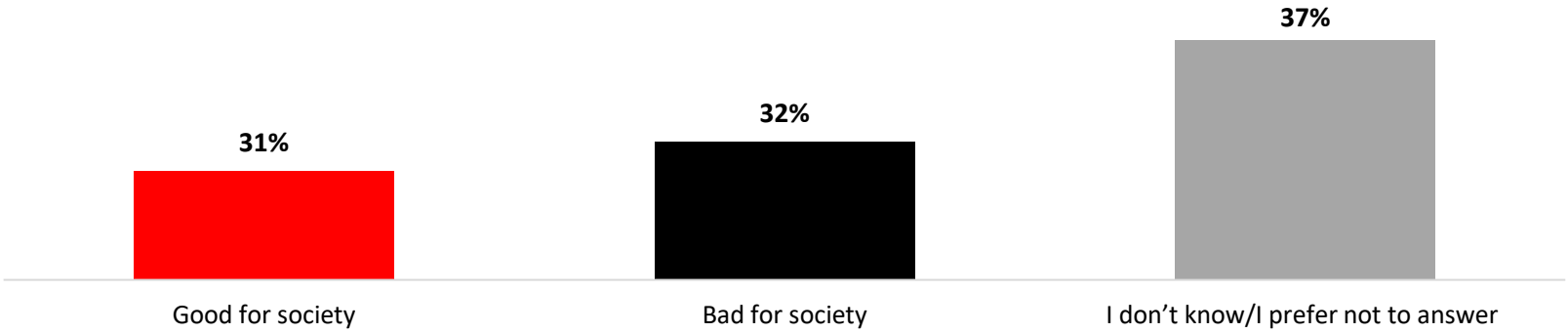
Q4. How familiar are you with each of the following types of AI tools?
Base: All respondents

% Total Familiar Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Total Feb. 2023	Gap
Weighted n=	*1,614*	*109*	*373*	*625*	*104*	*180*	*225*	*787*	*827*	*431*	*519*	*664*	*676*	*633*	*284*	1,539	
Unweighted n=	*1,614*	*105*	*439*	*632*	*135*	*142*	*161*	*786*	*828*	*405*	*570*	*639*	*706*	*609*	*279*	1,539	
Home-based tools (e.g., smart thermostats, smart locks, robot vacuums, etc.)	**54%**	60%	**44%**	**59%**	48%	58%	54%	57%	51%	58%	54%	52%	52%	**58%**	51%	**55%**	-1
Facial detection/facial recognition	**53%**	54%	**42%**	**60%**	57%	47%	57%	55%	52%	**65%**	53%	**45%**	54%	54%	48%	**51%**	+2
Chatbots (i.e., automated chat assistants on websites)	**50%**	57%	**30%**	**58%**	50%	54%	51%	52%	47%	**64%**	53%	**38%**	52%	50%	**42%**	**46%**	+4
Social media or streaming service algorithms that impact the content users see	**45%**	51%	**36%**	**51%**	41%	49%	44%	**51%**	**40%**	**59%**	**52%**	**32%**	44%	**49%**	42%	**47%**	-2
Content creation tools that create text, images, videos, etc. (e.g., ChatGPT, Jenni AI, Synthesia, etc.)	**32%**	35%	**19%**	**38%**	29%	32%	37%	**37%**	**27%**	**55%**	33%	**16%**	33%	32%	29%	**25%**	+7

Opinion of AI Tools (1/2)

Q5. Overall, do you think AI tools are…

Base: All respondents

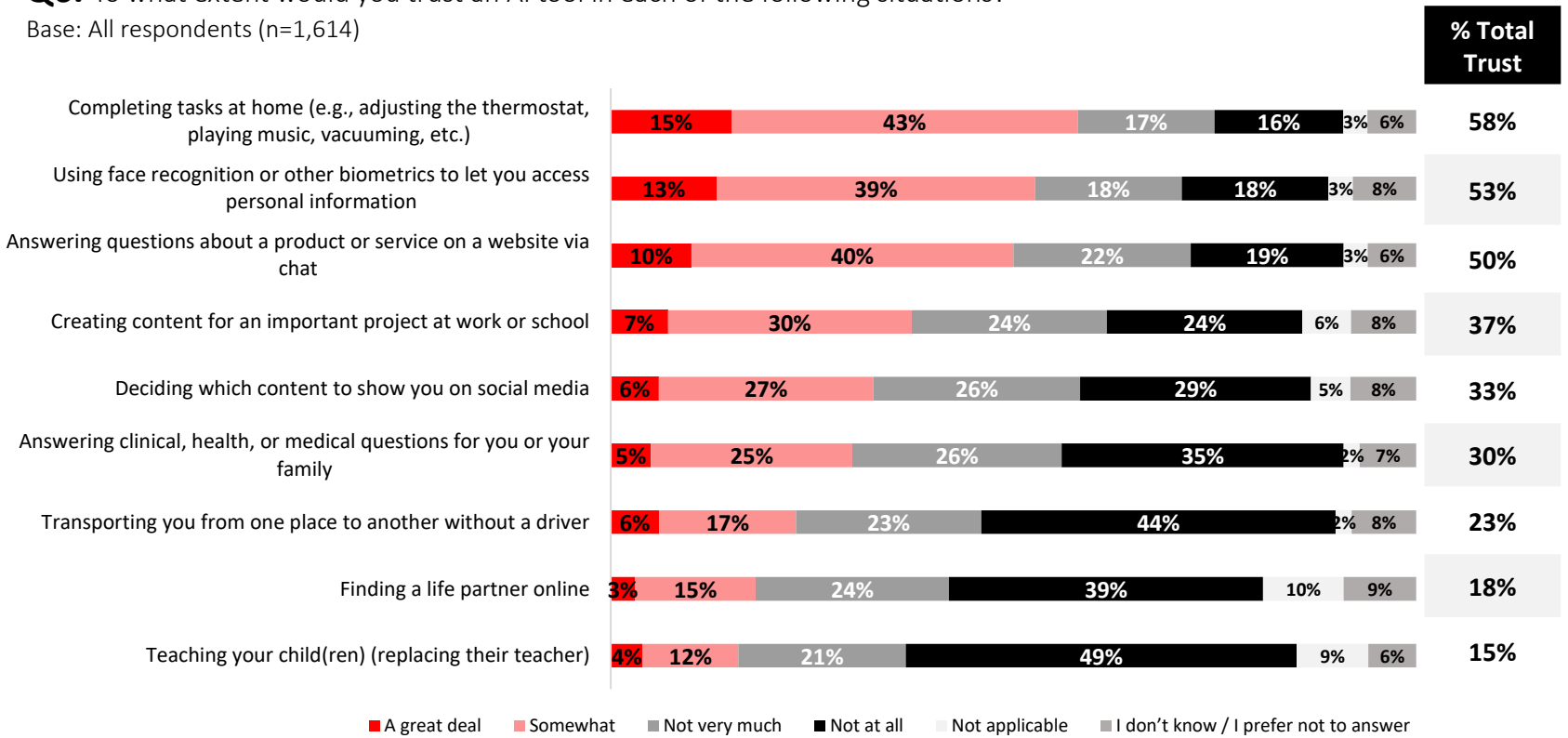


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Total Feb. 2023	Gap
Weighted n=	*1,614*	*109*	*373*	*625*	*104*	*180*	*225*	*787*	*827*	*431*	*519*	*664*	*676*	*633*	*284*	1,539	
Unweighted n=	*1,614*	*105*	*439*	*632*	*135*	*142*	*161*	*786*	*828*	*405*	*570*	*639*	*706*	*609*	*279*	1,539	
Good for society	**31%**	28%	33%	30%	36%	25%	33%	**38%**	**25%**	**42%**	31%	**23%**	32%	30%	29%	**36%**	-5
Bad for society	**32%**	34%	31%	34%	29%	36%	28%	33%	31%	29%	35%	33%	32%	30%	37%	**25%**	+7
I don't know/I prefer not to answer	**37%**	38%	36%	36%	35%	39%	39%	**29%**	**44%**	**29%**	34%	**44%**	36%	39%	34%	**39%**	-2

Trust in AI Tools (1/2)

Q6. To what extent would you trust an AI tool in each of the following situations?

Base: All respondents (n=1,614)



Trust in AI Tools (2/2)

Q6. To what extent would you trust an AI tool in each of the following situations?

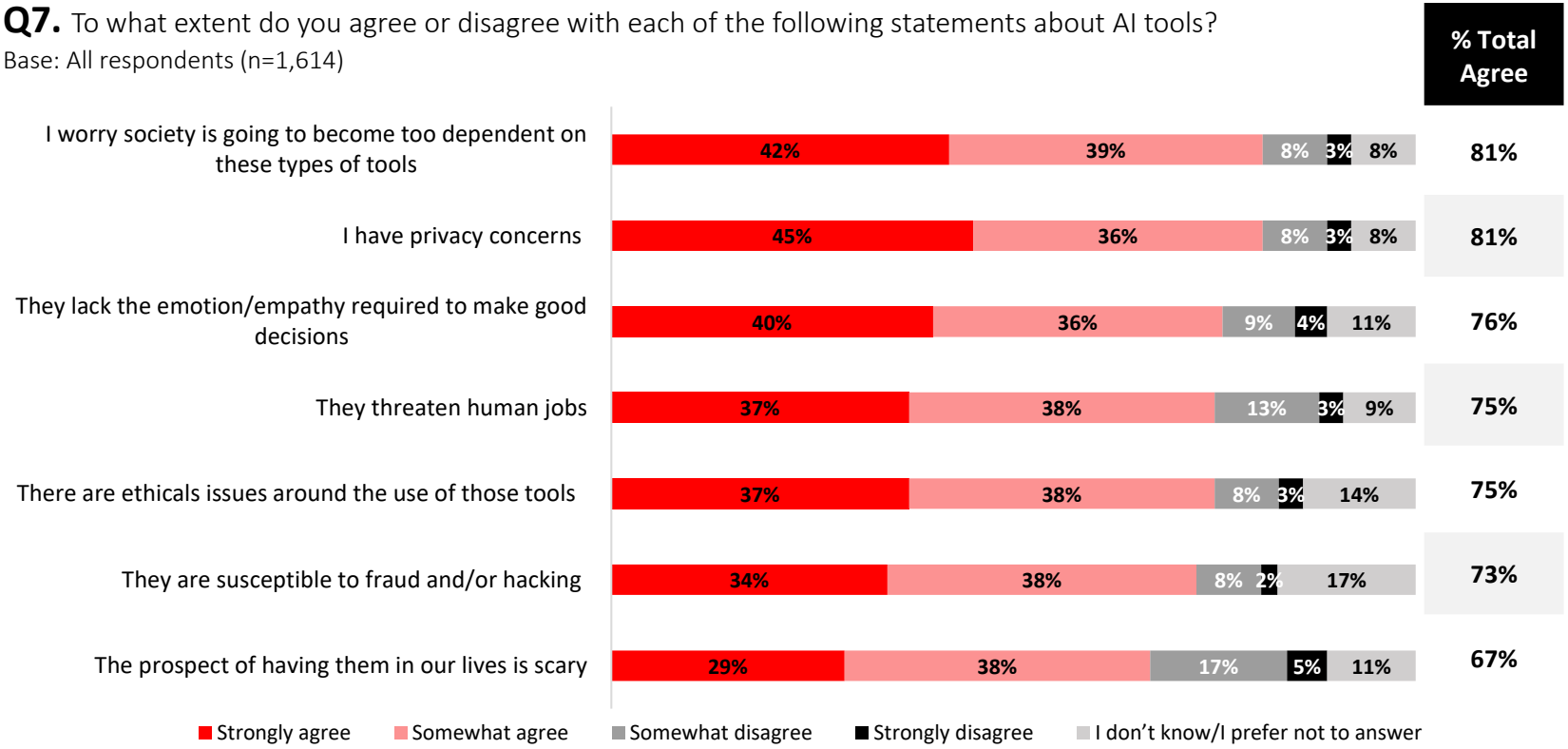
Base: All respondents

% Total Trust Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Total Feb. 2023	Gap
Weighted n=	*1,614*	*109*	*373*	*625*	*104*	*180*	*225*	*787*	*827*	*431*	*519*	*664*	*676*	*633*	*284*	1,539	
Unweighted n=	*1,614*	*105*	*439*	*632*	*135*	*142*	*161*	*786*	*828*	*405*	*570*	*639*	*706*	*609*	*279*	1,539	
Completing tasks at home (e.g., adjusting the thermostat, playing music, vacuuming, etc.)	**58%**	64%	56%	58%	55%	63%	59%	59%	58%	63%	60%	**54%**	57%	61%	54%	**63%**	-5
Using face recognition or other biometrics to let you access personal information	**53%**	53%	50%	53%	52%	50%	58%	55%	51%	56%	54%	50%	55%	53%	48%	**51%**	+2
Answering questions about a product or service on a website via chat	**50%**	51%	**45%**	53%	49%	46%	55%	50%	50%	**58%**	50%	**45%**	48%	**54%**	44%	**52%**	-2
Creating content for an important project at work or school	**37%**	40%	35%	39%	38%	34%	37%	38%	36%	**44%**	**42%**	**29%**	38%	38%	33%	**36%**	+1
Deciding which content to show you on social media	**33%**	27%	**25%**	36%	33%	33%	39%	32%	33%	**47%**	34%	**23%**	36%	33%	28%	**34%**	-1
Answering clinical, health, or medical questions for you or your family	**30%**	**41%**	28%	31%	31%	**20%**	36%	**34%**	**27%**	31%	33%	28%	32%	29%	30%	**29%**	+1
Transporting you from one place to another without a driver	**23%**	21%	22%	24%	24%	17%	27%	**29%**	**17%**	**28%**	**28%**	**16%**	26%	23%	**17%**	**22%**	+1
Finding a life partner online	**18%**	13%	18%	19%	21%	16%	20%	**24%**	**13%**	**25%**	**23%**	**10%**	20%	16%	17%	**19%**	-1
Teaching your child(ren) (replacing their teacher)	**15%**	12%	14%	15%	17%	11%	21%	**19%**	**12%**	18%	**18%**	**11%**	17%	15%	11%	**14%**	+1

Opinions on AI Tools (1/3)

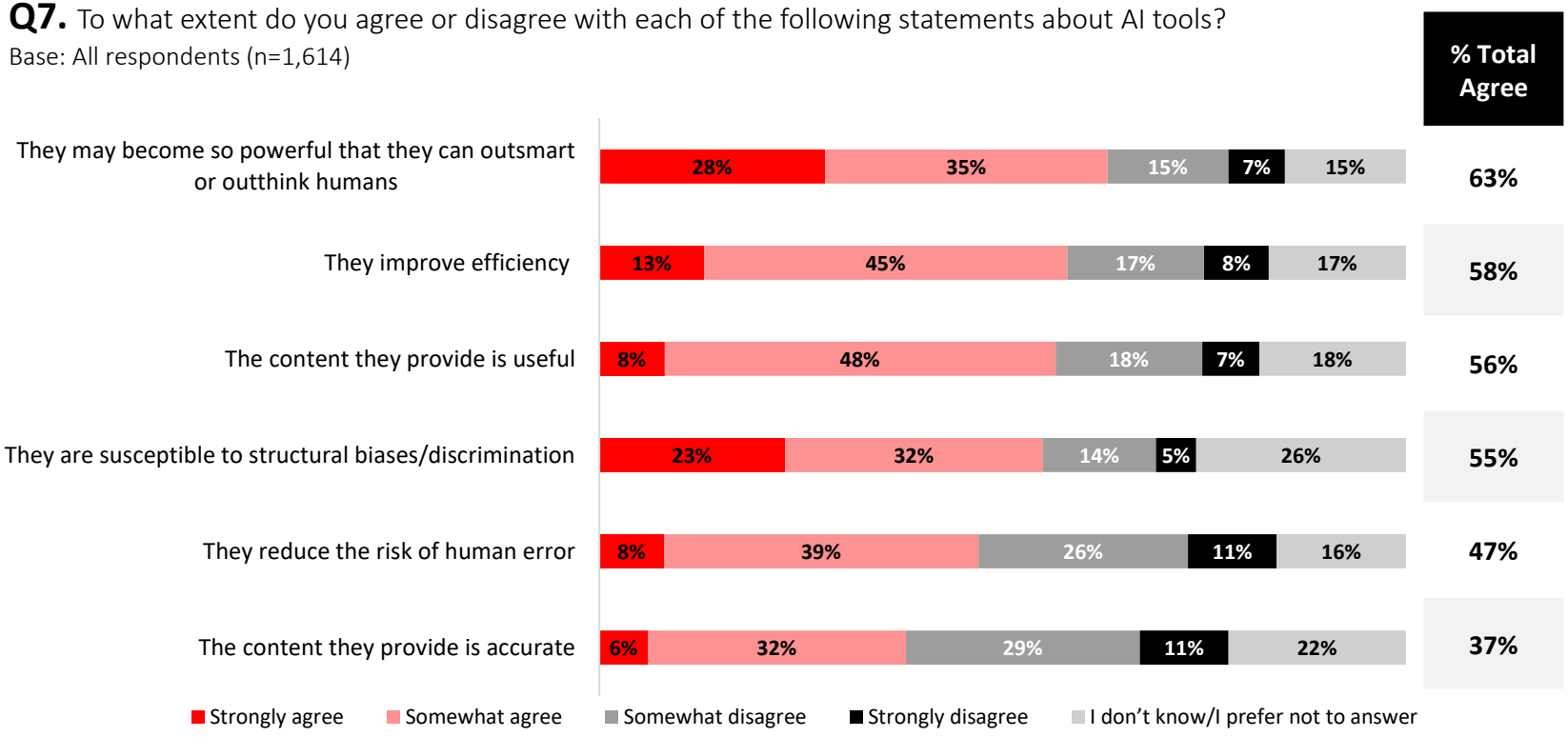
Q7. To what extent do you agree or disagree with each of the following statements about AI tools?

Base: All respondents (n=1,614)



Opinions on AI Tools (2/3)

Q7. To what extent do you agree or disagree with each of the following statements about AI tools?
Base: All respondents (n=1,614)



Trust in AI Tools (3/3)

Q7. To what extent do you agree or disagree with each of the following statements about AI tools?

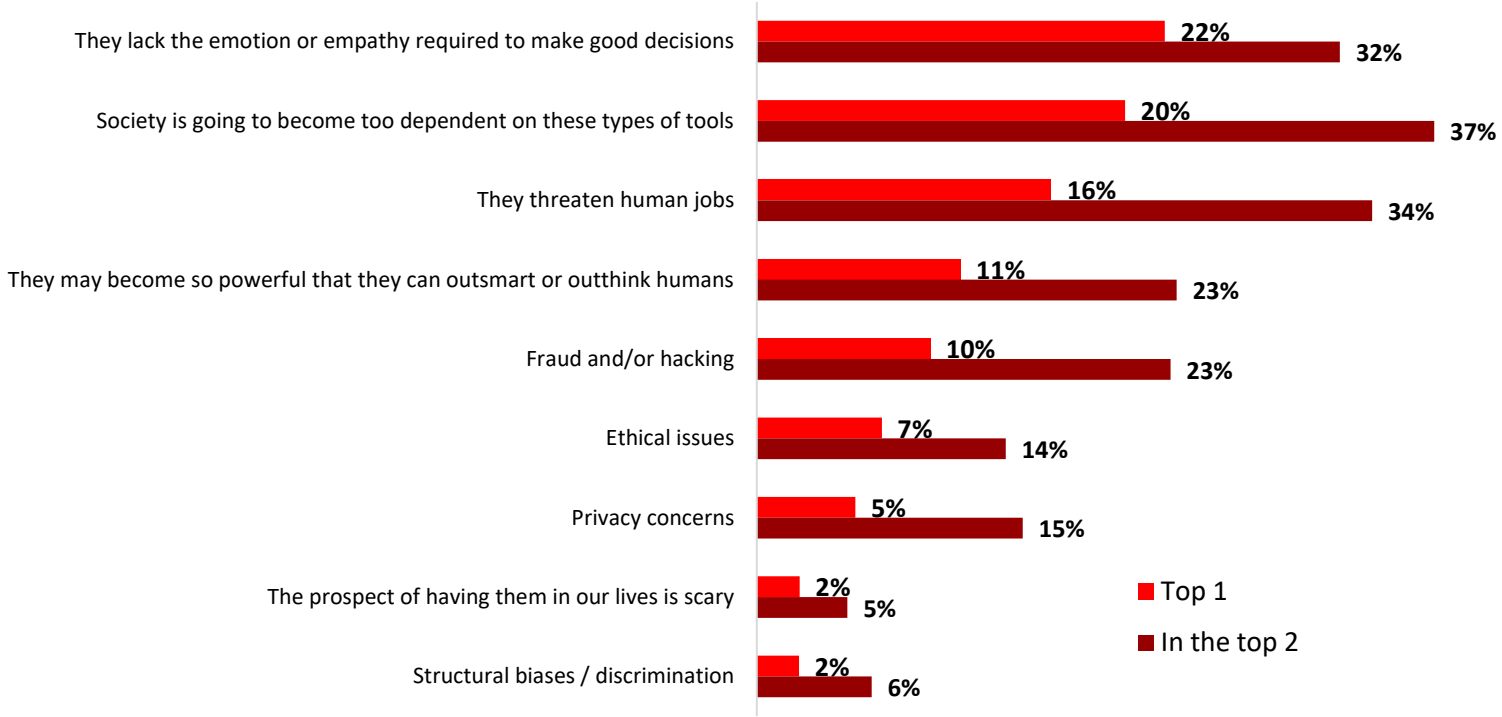
Base: All respondents

% Total Agree Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural	Total Feb. 2023	Gap
Weighted n=	*1,614*	*109*	*373*	*625*	*104*	*180*	*225*	*787*	*827*	*431*	*519*	*664*	*676*	*633*	*284*	1,539	
Unweighted n=	*1,614*	*105*	*439*	*632*	*135*	*142*	*161*	*786*	*828*	*405*	*570*	*639*	*706*	*609*	*279*	1,539	
I worry society is going to become too dependent on these types of tools	**81%**	84%	80%	83%	82%	80%	78%	**78%**	**85%**	78%	81%	**84%**	**78%**	84%	83%	-	-
I have privacy concerns	**81%**	81%	78%	**84%**	81%	79%	80%	**79%**	**84%**	**76%**	81%	**85%**	**79%**	83%	84%	-	-
They lack the emotion/empathy required to make good decisions	**76%**	70%	75%	76%	80%	76%	73%	73%	77%	72%	75%	78%	74%	77%	75%	**75%**	+1
They threaten human jobs	**75%**	79%	**67%**	**79%**	**83%**	75%	71%	73%	77%	72%	77%	75%	76%	74%	74%	**70%**	+5
There are ethicals issues around the use of those tools	**75%**	81%	73%	76%	79%	74%	71%	76%	74%	74%	75%	76%	73%	76%	76%	-	-
They are susceptible to fraud and/or hacking	**73%**	75%	**66%**	**76%**	74%	76%	69%	73%	72%	69%	74%	74%	72%	73%	76%	**72%**	+1
The prospect of having them in our lives is scary	**67%**	70%	**62%**	**70%**	73%	64%	64%	**62%**	**71%**	**59%**	70%	**70%**	64%	68%	69%	**60%**	+7
They may become so powerful that they can outsmart or outthink humans	**63%**	58%	60%	64%	**73%**	67%	59%	65%	61%	**58%**	64%	65%	62%	64%	64%	**52%**	+11
They improve efficiency	**58%**	52%	60%	57%	63%	55%	59%	**64%**	**53%**	**69%**	57%	**51%**	59%	58%	55%	**60%**	-2
The content they provide is useful	**56%**	59%	55%	58%	56%	54%	56%	**62%**	**51%**	**67%**	55%	**51%**	56%	58%	54%	**61%**	-5
They are susceptible to structural biases/discrimination	**55%**	55%	**40%**	**61%**	**68%**	61%	54%	**59%**	**52%**	57%	56%	**54%**	56%	54%	58%	**50%**	+5
They reduce the risk of human error	**47%**	40%	45%	47%	55%	46%	51%	**53%**	**41%**	**52%**	49%	**42%**	48%	45%	48%	**46%**	+1
The content they provide is accurate	**37%**	36%	38%	38%	45%	32%	36%	**42%**	**33%**	**45%**	41%	**30%**	35%	39%	38%	**43%**	-6

Main Concerns Regarding the Growth of AI

Q8. In your opinion, what is the biggest concern about the growing use of AI? And what is the second biggest concern?

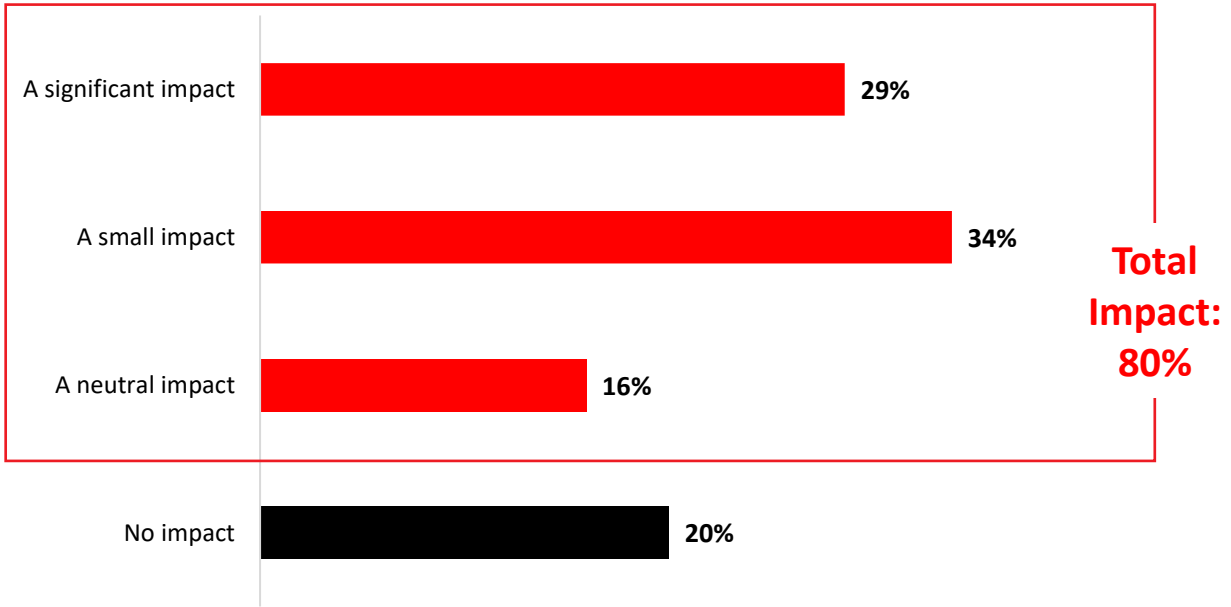
Base: All respondents (n=1,614)



Impact of AI on Professions and Industries (1/2)

Q9. How much of an impact do you think AI will have on your profession or industry within the next year? Will it have...

Base: Respondents who are currently employed (n=922)



Impact of AI on Professions and Industries (2/2)

Q9. How much of an impact do you think AI will have on your profession or industry within the next year? Will it have...

Base: Respondents who are currently employed

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	*838*	*48*	*196*	*331*	*58*	*94*	*111*	*444*	*394*	*248*	*408*	*182*	*357*	*328*	*139*
Unweighted n=	*922*	*55*	*263*	*364*	*81*	*78*	*81*	*476*	*446*	*263*	*470*	*189*	*408*	*348*	*153*
Total Impact	**80%**	89%	**74%**	81%	78%	80%	83%	79%	81%	**88%**	80%	**67%**	81%	79%	75%
A significant impact	**29%**	29%	29%	31%	25%	23%	31%	27%	31%	31%	32%	**21%**	27%	33%	23%
A small impact	**34%**	41%	29%	34%	35%	36%	39%	37%	31%	**42%**	33%	28%	37%	30%	38%
A neutral impact	**16%**	19%	16%	16%	18%	21%	13%	14%	19%	15%	16%	18%	17%	16%	15%
No impact	**20%**	11%	**26%**	19%	22%	20%	17%	21%	19%	**12%**	20%	**33%**	19%	21%	25%

REPORT

Detailed Methodology

Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	**1,614**	**1,614**
British Columbia	161	225
Alberta	142	180
Manitoba/Saskatchewan	135	104
Ontario	632	625
Quebec	439	373
Atlantic	105	109

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	**1,614**	**1,614**
Male	786	787
Female	828	827
Age	**1,614**	**1,614**
18 to 34	405	431
35 to 54	570	519
55+	639	664
Language (Mother tongue)	**1,614**	**1,614**
English	974	1,064
French	405	318
Other	231	229

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- **Customer Experience (CX)**
  Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
  Data modelling and analysis
- **Leger Opinion (LEO)**
  Panel management
- **Leger Communities**
  Online community management
- **Leger Digital**
  Digital strategy and user experience
- **International Research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | NEW YORK

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